Hello,

My name is Mohit Patel, I work in Data department for Fetch Rewards, and I would like to bring up few concerns about the Data that our team is working with. First, I would like to ask:

* What business insights are you expecting from the data that would help you better understand the target customers?
* Because we have data that gives us information about the users from different states and not countries, are we targeting only customers from United States or Internationally?
* We are also encountered lots of missing data and that can cause the business potential loss of new and old customers. To avoid this issue, we need to remove unwanted information and start focusing on the most critical data that would help us acquire more customers.

During the process, we found that there were some major data quality issues. Most of the data was missing and some of the business-critical information were missing in the data such as *Receipt Numbers*, and list of items in the receipts.

I would also like to know what information and answers management team is looking for? So that we can organize the data accordingly can remove all the unnecessary data that is of no use.

Furthermore, the data team would like to know that do we have any upcoming marketing campaigns so that we can deliver all the necessary information.

The missing data such as “receipts ids”, “item list”, “user country name”, “Sign up Source”, Etc. are the major concerns as these are some of the important and necessary information to target customers and new geographic locations. More than 80% of the information from the receipts is missing and we did not find and use case for these fields that could benefit us. So, we suggest removing unnecessary fields to improve the performance and scaling of the application. During the holiday period the volume for receipts scanned may increase and this could affect the performance of application making the process slow. Following best practices, appropriate measure were taken keeping in mind the efficiency and performance of the application in production.